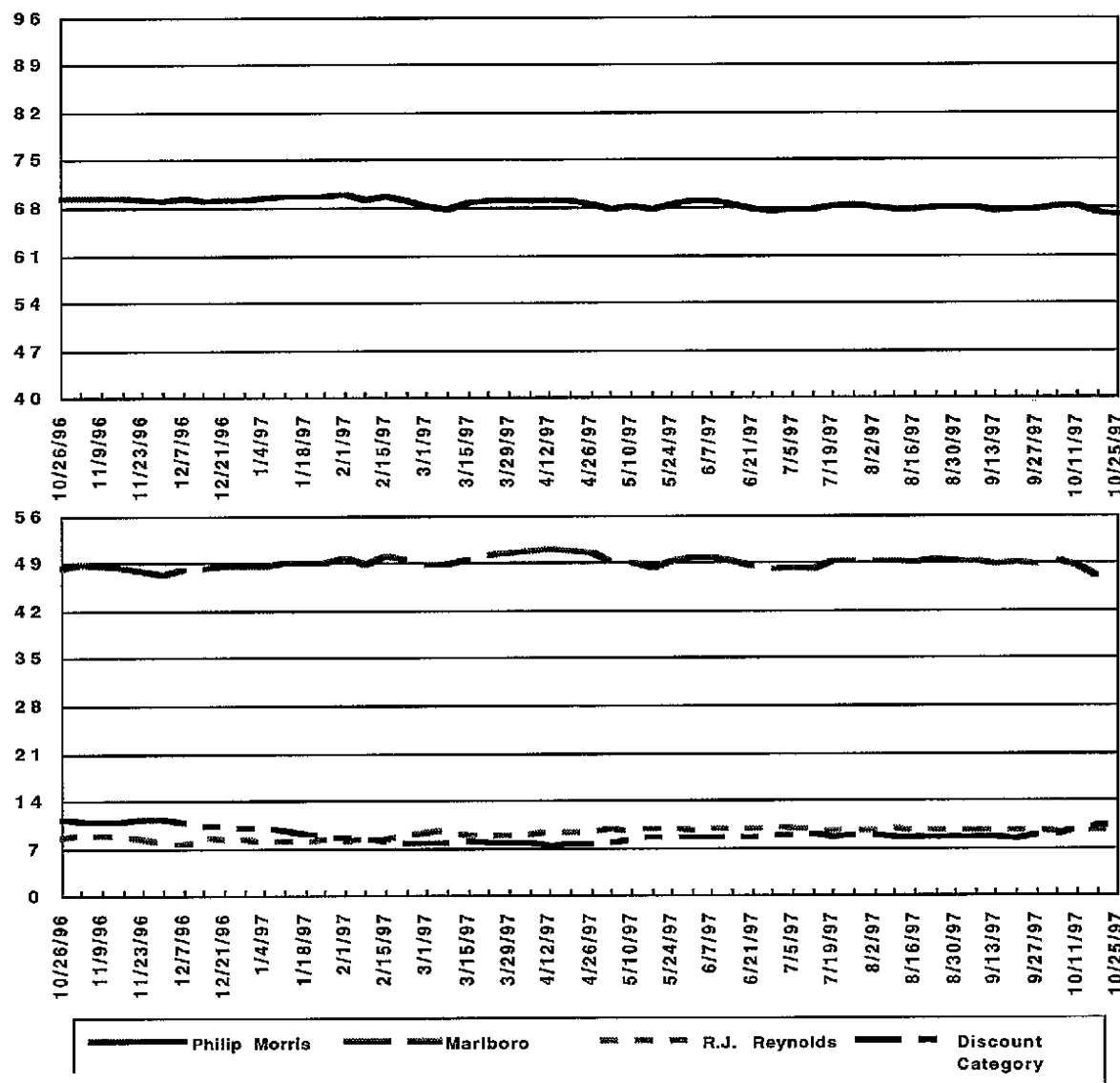


# CIGARETTES CHEAPER (Region 4) THROUGH W/E 10/25/97



	26 WK	13 WK	FY '96	YTD '97	DIFF
Philip Morris	67.78	67.09	69.41	68.09	-1.33
Marlboro	48.22	47.05	49.16	48.85	-0.31
OPB	14.32	14.13	14.07	14.06	-0.01
Basic	4.64	5.48	3.46	4.33	0.86
R. J. Reynolds	9.59	9.57	8.73	9.50	0.77
Camel	2.33	2.19	1.97	2.25	0.28
Winston	2.91	3.06	2.69	2.89	0.20
Doral	0.11	0.10	0.36	0.11	-0.25
B&W	11.57	11.54	11.25	11.61	0.35
GPC	0.59	0.53	0.91	0.56	-0.35
Lorillard	9.49	10.05	7.68	9.14	1.46
Newport	6.06	6.73	3.64	5.77	2.13
Liggett Group	0.00	0.00	1.50	0.31	-1.19
Premium	90.51	89.86	88.90	91.12	2.22
Private Label	1.12	1.20	2.59	1.11	-1.48
Avg Ind CPW	530.22	515.41	501.85		
Avg PM CPW	359.39	345.77	341.70		
Avg Marl CPW	255.66	242.48	245.16		
# of Stores	70	70	70		

Source: STARS Store Level Data  
includes all stores  
Monthly Chain Package

2071843008